

Integrated Warning Team Workshop

Presentation Notes (compilation from WFO IWX)

NWS-Media: Jonathan Conder

- Needs from NWS
 - Convective vs Winter
 - **Winter Weather**
 - AFD: vocal about bias, trends, and model of choice
 - Climate data: Numerous and up-to-date snow reports by 4pm and 10pm
 - **Severe Weather**
 - Extended: AFD - identify convective risk ASAP
 - Short Term: HWO - be specific about storm risk, mode, and timing
 - Real Time: NWSChat - lead time and sharing reasoning for issuance vs no warning
 - Post Event: Storm assessment- can media be directly involved? Helpful to correlate radar signatures to damage
- NWS Chat is primary means of info during event
- **Winter storms** – wants NWS to talk about these storms as far into the future as possible. Needs more than just a 1 or 2 day heads up. For winter weather decisions in terms of headlines, wants NWS to be as specific as possible in AFD forecast reasoning. This helps them immensely when we give a rationale for a particular forecast decision. Really needs climate reports by 4pm and 10pm for the evening news, the timeliness is very much appreciated. Also being very specific in LSR snow amount locations, on where exactly the report is from helps them very much. (Marsili)
- **Convection** – even if an event is 3 to 5 days away, he would like to get our take on the potential even at these longer forecast distances. He believes it is never too early to talk about the potential of an event down the road. He stressed how important it is that people have a heads up about severe potential even well before the watch phase. If someone hears in the morning that the weather may become active in the afternoon or evening, they are more likely to be prepared to take action. For the HWO, he would like for us to be as specific as possible with expected hail sizes and magnitude of wind gusts, and tornado potential. He feels the science has advanced enough that we are at the level we can do this. While he understands the NWS cannot provide a formal declaration of a heads up to a warning being issued, he appreciates as much lead time as possible. After an event, he mentioned how it would be very useful to him if the media could follow the NWS storm survey teams to understand how they were rating particular events. He saw this as an educational opportunity for the media. (Marsili)
- Jonathon loves NWSchat for severe weather (notes by John Taylor)
 - Needs snow reports by 4pm and 10pm. He prepares a snow map for the news and viewers like it.
 - Wants severe potential up to 5 days out in HWO. Sited June 29 derecho as an event we could have included in the HWO earlier as at least saying there was some potential if everything comes together.
 - Also wants NWS to be more specific in HWO on day1 concerning expected storm mode, storm hail size/windspeeds timing of event.
 - Also wants us to talk more about radar signatures on NWSchat, i.e. discuss why we are or are not issuing warnings or certain type of warning (svr vs. tor) for particular storms.

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Media – Emergency Management: Cindi Clawson

- Need info and reports for ground truth
- Sirens: What is your policy?
 - Countywide vs warning by sector?
 - Why is it going off?
- How do we report, best ways, apps for phones?
- During high impact events, she mentioned how they would sometimes be on air during the duration of the event, so it is vital that they get timely ground truth information to supplement their coverage. (Marsili)
- Some frustration expressed on counties each having their own policy on when to sound sirens. Every county seems to do it a little differently making it difficult for the media to know how to handle inquiries. (Marsili)
- Asked E.M.'s to make available their policy for setting off sirens. In the least she requested that they put on NWS chat why the sirens are going off at any particular time. (Taylor)

Ohio EMA: Rick McCoy

- Getting Ready
- NOAA Weather Radio
- Receiving Data
 - Different ways 6 NW Ohio counties receiving and send out data
- Highlighted how different counties in NW Ohio are staffed significantly different just depending on what county you are talking about.
- 3 of the 8 NW Ohio counties activate operations when a watch is issued.
- The software used by the NW Ohio counties to monitor the weather and radar also vary significantly. NOAA weather radio and the weather channel are usually constantly monitored.
- Expressed some hope that MARCS system will begin functioning properly for improved communication between NWS and EMA.
- 5 of the 8 NW Ohio EMA directors use NWSchat.
- Only 3 of the 8 counties are currently using Facebook, and only 1 of 8 use Twitter.
- He stressed the importance cell phones have taken on, especially during the June derecho event when there was basically no other means to get weather information due to power loss.
- 3 out of 8 OH counties activate an EOC for svr weather watches. 5 out of 8 OH counties use NWSchat. (I think it would be useful if NWS knew which counties activate/have NWSchat). – Taylor

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- 911 Centers don't have time to call NWS/media during severe wx... NWS/media should call after storm moves out of the area or expect to only get only basic answers while they are still swamped. – Taylor
- During June 29th derecho all comms failed except cell/smart phones... no t.v./radio/newspapers. – Taylor
- Would like to see Tri State Chapter of AMS which used to meet at St. Francis Univ. restarted as it brought the meteorological/E.M. community together. – Taylor

Indiana EMA: Clyde Avery

- NIXLE
- Surveyed Indiana counties to see how data was sent and received
 - Receive info thru:
 - Internet (including NWSChat)
 - Weather radio
 - TV
 - Text messages
 - Last place: spotters
- Conducted a survey of northern IN Ems, received 10 responses. 60% have active SKYWARN groups. Of those with SKYWARN groups, 20% activate by a self-decision, 30% use warnings to activate, and 10% use watch issuances as activation.
- 70% use NIXLE
- 60% use some type of social media site
- Conducted a survey of IN E.M.'s. Only got 10 responses. – Taylor

Social Media Lunch Talk

- A good idea to avoid excessive automation, this can really turn off people and eventually they will stop following. Finding creative ways to convey your message is really what sticks with people. A case given where a WFO fried an egg on the pavement during very hot